



DR. B.R. AMBEDKAR OPEN UNIVERSITY
ROAD NO. 46, JUBILEE HILLS, HYDERABAD – 500 033.

Dear Student,

We are enclosing *TWO* assignments in each Course, for *ALL* the *SIX* courses of **FIRST SEMESTER**, of first year, **MBA Programme (Batch: 2020-21)**. Please note the following points while answering these assignments:

1. Writing and submitting the ‘Assignments’ are *compulsory* for the students of MBA Programme. They have a weightage of 30% in each course.
2. You have to submit *BOTH* the assignments together *compulsorily*. You will not be allowed to appear for the year-end examinations of any course, unless you submit both the assignments in time, pertaining to that course.
3. Each assignment carries a *maximum* of 15 marks and you have to score a minimum of 40% marks, i.e., 6 out of 15, to qualify in that assignment. If you fail to score the minimum marks in any assignment, you have to necessarily resubmit that particular uncleared assignment along with the regular/current Batch. Repetition of the same assignment will in no case be allowed.
4. The maximum marks for each course at the semester-end examination are 70 and you have to score a minimum of 40% marks, i.e., 28 out of 70 marks.
5. Division will be awarded on the basis of the aggregate marks obtained in assignments as well as in the semester-end examinations.
6. Dates of submission for the assignments are:

BOTH (FIRST AND SECOND) ASSIGNMENTS:

All the Six Courses
16.05.2021

****ASSIGNMENTS SUBMITTED AFTER THE DUE DATE WILL NOT BE ACCEPTED****

7. If, under unavoidable circumstances, you fail to submit the assignments within the stipulated time, your results will be declared only after the submission and evaluation of all the assignments.
8. If any student fails to submit all the assignments within the stipulated time, he/she has to answer the set of assignments that are sent to the Batch in currency/progress at that time.
9. You have to submit your assignments in the same Study Centre to which you are attached.
10. The *first and front page* of your *response sheet* should be in the following format.

Student’s Admission No. :

Name of the Student :

Address :

Mobile No. :

E-mail Id. :

Name of the Programme :
Year and Semester :
Course Code and Title :
Assignment No. :
Study Centre (Name & Code) :
Date of Submission :
Signature of the Student :

11. Please go through the relevant course units thoroughly, before answering your assignments.
12. In case the assignment is in figurative/problem-solution model, you have to answer it in the required/pertinent format. You should give *working notes* also, wherever necessary.
13. Before submitting the assignments, check them carefully to make sure that you have attempted all the main points of all the questions asked to answer.
14. You are required to use only *foolscap/A4-size paper* for your responses. Allow '*an inch*' margin on the left, in order to facilitate the evaluator to record his comments.
15. You have to answer the assignments in your own words.
16. Do not copy from the response sheets of other students. If copying is noticed, the assignments of all such students will be rejected.
17. Write each assignment in a separate set of papers/sheets.
18. You can consult your respective course counsellor/s, and get clarification on your doubts, if any, while answering the assignments.
19. The assignment response sheets should be neatly presented with your own hand writing. **Typed or Computerized assignments will not be accepted.**
20. You have to prepare your responses in duplicate (one - *original* and another - *a photocopy*), submit the original hand written one at your Study Centre and retain the second photocopy one with yourself as a record, for your future reference.
21. You can collect back the evaluated assignments from your Study Centre, with a written request, in case you want.
22. In case you give request for a *change in Study Centre*, you should submit your assignments only to the original Study Centre until the University gives effect to such request.
23. Further correspondence should be made only to the below addressee:

**The Director (SSB)
Dr. B.R. Ambedkar Open University
Prof. G. Ram Reddy Marg,
Road No. 46, Jubilee Hills,
HYDERABAD – 500 033. Telangana State.**

**Sd/-
HEAD
DEPT OF BUSINESS MANAGEMENT**



DR. B.R. AMBEDKAR OPEN UNIVERSITY
DEPARTMENT OF BUSINESS MANAGEMENT
MASTER OF BUSINESS ADMINISTRATION (MBA) PROGRAMME

(BATCH: 2020-21)

COURSE – 01: MANAGEMENT PROCESS

(FIRST SEMESTER)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. What do you understand by the term ‘management’? Write the functions of management in brief.
2. Explain the following:
 - a. Need of Foyal’s Principles of Management, and
 - b. The Characteristics of MBO.
3. “The need for Departmentation arises because of the limitations of span of control.” Discuss.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. What is meant by ‘Organizational Design’? Explain its objectives and importance in detail.
2. Write a note on:
 - a. Centralization and Decentralization of Authority, and
 - b. Managerial Grid.
3. Analyze the below given case-let and answer the questions following it.

On the eve of retirement of Mr. Raj Murthi, CEO of M/s. Precision Metals, a farewell party was arranged by the staff of the company. Many senior Managers paid tributes to the outstanding role played by Mr. Raj Murthi in bringing the company to its present position of advantage. After the party was over, Mr. Raj Murthi took aside two of his brilliant and favourite managers - Vijay Kiran and Tharun Patri. He told them confidently that though he was retiring from the post of CEO, The Chairman, Basha Jhan, has told him that he would now be inducted on the Board of Directors, and his experience with the company would be invaluable in the future also. He asked the two Managers to continue meeting him from time-to-time, and to keep him informed about the happenings at Precision Metals. He asked them to provide information about the way, the new designated CEO, Mr. Rakesh Daga, was handling things. Both the managers agreed to comply with the instruction.

After about a month, both Kiran and Patri went to meet Raj Murthi at his residence. They told Raj Murthi that soon after he left Precision Metals, things started deteriorating and the internal environment was no more what it used to be during his days as CEO. While Kiran is a serene person, Patri is more volatile. He is also addicted to liquor. On that day, he was in his element and he told Raj Murthi that CEO Rakesh Daga had started inducting employees from his clan irrespective of their merit. He did not consult Patri in the matter of recruitment

in spite of his being a manager HR. Kiran remained quiet on any controversial issues and did not say anything derogatory against CEO Rakesh Daga.

A couple of days after this incident, CEO Rakesh Daga summoned the two managers into his chamber and interrogated them regarding their visit to Raj Murthi. He shouted at them and warned them that they should better focus on their work in the company instead of acting as spies to higher-ups. He denounced them for telling Raj Murthi that he was a good-for-nothing and incompetent CEO. Both Patri and Kiran apologized to the CEO, and said that they would not repeat such things in future. But they remarked that his information was a highly distorted version of what they told Raj Murthi. Upon this, Rakesh Daga said that his information was authentic, because, this is what Mrs. Raj Murthi told Mrs. Rakesh Daga during their meeting at a kitty party. He told that he believed more in his life partner than just two colleagues like them.

After this incident, Rakesh Daga was quite hostile to Patri and somewhat less hostile to Kiran, because later, Kiran spoke to Rakesh Daga and confessed that while he remained quiet, Patri had actually blamed Rakesh Daga during the episode.

Now, both Patri and Kiran started looking for jobs outside. Being highly merited they were also to secure better jobs outside and soon resigned.

From Precision Metals Rakesh Daga accepted the resignation of Patri readily, but persuaded Kiran to remain with them looking to his sober temperament and high value to the company. Kiran agreed to stay on, but demanded higher salary which was agreed upon by Rakesh Daga.

Questions:

- i. Why did Raj Murthi ask the two young managers to meet him from time-to-time?
- ii. Why did Patri make a sweeping statement against CEO Rakesh Daga?
- iii. Why did Rakesh Daga refused to accept the resignation of Kiran?
- iv. What is the role of Grapevine in the above episode?
- v. Why did Mrs. Raj Murthi miscommunicate the information to Mrs. Rakesh Daga?

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COURSE – 02: MANAGERIAL ECONOMICS
(FIRST SEMESTER)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. Define the term 'Economics'. Discuss the nature and scope of managerial economics.
2. Explain:
 - i. Price elasticity of demand, and
 - ii. Value Maximization.
3. Given the below Total Revenue (TR) and Total Cost (TC) functions:
$$TR = 400Q, \text{ and } TC = 90,000 + 220Q$$
Determine the Break-Even Quantity (BEQ) from the above.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. What is meant by 'Production Function'? What are the economies of large scale production? Explain with sufficient examples.
2. Write about any *two* of the following:
 - i. Isoquant,
 - ii. Opportunity Cost and Actual Cost, and
 - iii. Product Differentiation.
3. Explain in detail the Price Discrimination under Monopoly.

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COURSE – 03: BUSINESS ENVIRONMENT
(FIRST SEMESTER)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. Define 'Business Environment'. Discuss about the inter-relationship between 'business' and 'environment'.
2. Write a note on:
 - a. Political, Government and Legal environment as a factor of international business environment, and
 - b. Green Index (G.I).
3.
 - a. Write a note on 'Liberalization'.
 - b. Write a brief note on 'Constitution of India'.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. Write in a page or two about:
 - a. Demographic Dividend, and
 - b. Objectives of Competition Act, 2002.
2. Explain:
 - i. Management of Technology, and
 - ii Objectives of Monetary Policy in India.
3. Write a short note on 'Directorate General of Foreign Trade (DGFT)'.

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COURSE – 04: ACCOUNTING FOR MANAGEMENT

(FIRST SEMESTER)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. Write in brief the meaning, functions, merits and demerits of financial accounting.
2. Answer the following:
 - a. Convention of Materiality, and
 - b. Prepare a Trading Account of Mr. Rama Swamy for the year ending 31st March, 2020 from the following particulars:

	Rs.
Cash Sales	20,00,000
Credit Sales	50,00,000
Stock of Goods on 1st April, 2019	10,00,000
Stock of Goods on 31st March, 2020	18,00,000
Cash Purchases	14,50,000
Credit Purchases	28,50,000
Returns Inwards	90,000
Returns Outwards	70,000
Goods Withdrawn by Mr. Rama Swamy for Personal Use	44,000
Goods Distributed as Free Samples during the year	17,500
Carriage Inwards	30,500
Carriage Outwards	17,000

3. a. Explain about: i. Subsidiary Books and ii. Financial Statements.
- b. What are 'Fixed Costs' and 'Variable Costs'? Give examples.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS

ALL QUESTIONS CARRY EQUAL MARKS

1. Explain in detail the concept of Standard Costing or Variance Analysis with examples.
2. Write short notes on any *TWO* of the following:
 - a. Flexible Budget, b. Financing Activities and c. Liquidity Ratios.
3. Prepare a Balance Sheet as on 31st March, 2020 from the below given balances extracted from the books of Mr. Shambonath as on that date:

	Rs.		Rs.
Sundry Creditors	2,60,000	Loan from Mrs. Shambonath	22,000
Cash in Hand	18,000	Balance with SBI Bank	1,56,000
Capital	5,02,000	Net Profit	1,80,800
Drawings	28,800	Sundry Debtors	2,36,000
Closing Raw Materials	16,000	Closing Work-in-Progress	18,000
Closing Finished Goods	1,52,000	Trade Marks	16,000
Plant and Machinery	1,00,000	Land and Buildings	2,64,000
Bills Receivable	8,000	Bills Payable	48,000

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COURSE – 05: MANAGERIAL COMMUNICATION
(FIRST SEMESTER)

ASSIGNMENT – I **(MARKS: 15)**
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. Define, compare and contrast the terms ‘Business Communication’ and ‘Managerial Communication’
2. Explain any *TWO* of the following:
 - c. Tools of Written Communication,
 - d. Narrative Writing, and
 - e. Kinesics.
3. Write in detail about the three major tools of conference, that you learnt in this Course.

ASSIGNMENT – II **(MARKS: 15)**
ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. Explain the step by step procedure, as to how you would conduct a ‘Formal Meeting’ in the organisation you work for.
2. Write a note on:
 - a. Mediated Interpersonal Communication; and
 - b. The Concept and Significance of ‘Reading Skill’.
3.
 - a. Describe briefly the structure of a Business Report.
 - b. Explain briefly about ‘Oral and Poster Presentations’.

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COURSE – 06: INFORMATION TECHNOLOGY FOR MANAGERS
(FIRST SEMESTER)

ASSIGNMENT – I

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. Discuss the role of Information Technology in Supply Chain Management.
2. Explain any *TWO* of the below:
 - a. The V-Model of SDLC,
 - b. Online System User, and
 - c. Object Oriented Analysis (OOA).
3.
 - a. Explain briefly about 'Bandwidth'.
 - b. Write a note on 'Business Impact Analysis'.

ASSIGNMENT – II

(MARKS: 15)

ANSWER ALL QUESTIONS
ALL QUESTIONS CARRY EQUAL MARKS

1. Give a brief description about the 'New Information Services' that you studied in this Course.
2. Write briefly about:
 - a. Password Management,
 - b. Data Trigger, and
 - c. Keys.
3.
 - a. What do you understand by 'Data Security'? Explain with an example.
 - b. Write a short note on 'Disaster Management'.
